# GOVERNMENT OF INDIA
# SKILL DEVELOPMENT AND ENTREPRENEURSHIP
# LOK SABHA

UNSTARRED QUESTION NO:84
ANSWERED ON:24.02.2016
Awareness through Skill Development
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**Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:**

(a) whether the Government has initiated any steps for creating awareness through the National Policy for Skill Development 2015;
(b) if so, the details thereof; and
(c) the present status of this proposal along with the number of programmes initiated by the Government and fund allocation for this purpose?

## Answer

(a) to (c) The National Policy for Skill Development and Entrepreneurship 2015 at para 4.1.2 proposes to launch a National Campaign for creating awareness and promoting a positive pro-skilling environment. With regard to this, a National Media Campaign was launched in December 2015 under the overall budget of Pradhan Mantri Kaushal Vikas Yojana (PMKVY). In addition to this, television programmes to promote Apprenticeship Training were also aired on National channels.